

Candidate Information Booklet

July 2024

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| The Position | Executive Officer |
| Title of the Position | Marketing and Communications |
| Duration | Fixed Term Contract Due to Expire 31 st December 2027 |
| Location | Citizens Information Board, George's Quay House, 43 Townsend Street, Dublin 2. D02 VK65 |
| Website | www.citizensinformationboard.ie |

The Citizens Information Board (CIB) is the national agency responsible for ensuring the provision of independent and accurate information, advice and advocacy through the network of Citizens Information Services, the National Advocacy Service for people with disabilities, and the Sign Language & Interpreting Services to members of the public. It is also responsible for the provision of a range of services and supports through the network of MABS companies which includes a network dedicated to the needs and supports for members of the Traveller community.

What do we do?

The Citizens Information Board funds and supports 22 service delivery companies which are primarily the network of Citizens Information Services (CIS) and the network of Money Advice and Budgeting Services (MABS). The delivery service organisations are voluntary boards established as companies limited by guarantee under the Companies Act, 2014. Exchequer funding is provided to these community/voluntary sector organisations by the Citizens Information Board which works with its delivery service organisations on the basis of Service Level Agreements to meet its statutory functions.

The Citizens Information Board had an annual budget of €61.333m for 2023. Of this, over 60% goes towards the service delivery organisations.

Job Description

Marketing and Communications Executive Officer

The Citizens Information Board (CIB) is the national agency responsible for supporting the provision of information, advice, and advocacy on social services. This mission is carried out through the Citizens Information Service (CIS) and The Money Advice and Budgeting Service (MABS).

The Money Advice and Budgeting Service (MABS) is a nationwide service that provides free, confidential, and independent advice to people in debt or at risk of getting into debt. MABS assesses a client's financial position and works with the client to find the best solution available.

Mortgage arrears support, through the Dedicated Mortgage Arrears (DMA) adviser scheme, is a State-funded service provided by MABS. The DMA scheme is one of Abhaile's free mortgage arrears support services.

Abhaile is a holistic service that provides access to advice to help homeowners identify their best options for returning to solvency. The priority is for them to remain in the home, where it is a sustainable option. CIB is responsible for the national communications and marketing of Abhaile and the services provided through MABS.

Abhaile's objective is to ensure that people who risk losing their homes due to mortgage arrears can access independent expert debt, financial, insolvency, and legal support and advice. MABS DMAs provide debt advice, and the Abhaile panel of accountants provides financial advice. A panel of Personal Insolvency Practitioners (PIPs) provides insolvency support. Legal advice and support are provided in court by MABS Court Mentors or Duty Solicitors and out of court by Consultation Solicitors.

The Marketing and Communications Executive Officer (EO) will support the Abhaile and MABS Communications Manager in raising awareness of Abhaile and MABS. The post holder will be responsible for strategically promoting Abhaile and MABS through marketing initiatives while also ensuring effective communication, stakeholder engagement, and reputation management.

Reports to the **Abhaile/MABS Communications Manager** under the **Compliance and Reporting** Division in CIB.

Main Responsibilities

- **Online Community Management:** Cultivate and nurture online communities across social media platforms. Develop authentic relationships, address comments, and manage feedback. Strategically convert the community into service users.
- **Content Marketing:** Devise and execute content marketing plans that build organic growth. Create compelling, shareable content aligned with brand messaging. Optimise content for SEO and audience engagement.

- **Content Creation:** Generate original content, including articles, videos, and infographics. Collaborate with team members to maintain consistency and quality.
- **Copywriting:** Create persuasive copy for advertisements, product descriptions, and promotional materials. Maintain brand voice and tone.
- **Reporting and Trend Analysis:** Analyse marketing data to identify trends, patterns, and opportunities. Prepare regular reports for management. Use data-driven insights to refine strategies.
- **Stakeholder Engagement and Management:** Build and nurture relationships with partners, influencers, and industry contacts. Represent the brand at events and conferences.
- **Customer Experience (CX):** Enhance customer satisfaction through effective communication, problem solving, and customer journey planning. Gather feedback and implement improvements.
- **Technical SEO:** Optimise website content for search and reasoning engines. Monitor site performance and implement SEO best practices.
- **Campaign Management:** Plan, execute, and evaluate marketing campaigns. Collaborate with cross-functional teams. Implement A/B tests for marketing campaigns to optimise performance.
- **Conversion Rate Optimisation (CRO):** Focus on improving conversion rates, such as website visitors to leads or clients.
- **Competitor Analysis:** Understand competitors' strategies and identify gaps.
- **Advocacy Marketing:** Collaborate with relevant internal and external advocates for brand exposure.

Service Development and Impact

- Support the development of project plans, for the MABS/Abhaile Communications team.
- Contribute to the development of business plans and budgets for the MABS/Abhaile Communications team.
- Identify, plan and implement project initiatives, working alongside MABS and other agencies and teams, as appropriate.
- Contribute to national data reporting to ensure the appropriate use of qualitative (case study) and quantitative (input/output/outcome) data to drive decision-making and continuous quality improvement.

General/Organisational

- Participate in the continuing process of cross-organisational development within CIB.
- Provide cover and support to the Marketing Officer and Abhaile Executive as required.
- Represent and promote the organisation, attend and participate in conferences and seminars as required.
- Attend and actively contribute to team meetings, including minute-taking, production and monitoring of action log, and dissemination of these documents.
- Undertake other duties as agreed with the Abhaile/MABS Communications Manager.
- Ensure the highest standards of customer service are met in carrying out the business of the CIB.
- Participate in training and development programmes/courses to maintain and improve performance and to assist in identifying personal training and support needs.

This list is not exhaustive but serves to reflect the nature of the duties included in the role. Given the nature of the organisation and the need to respond to the customers' needs on an ongoing basis, the role is subject to change over time.

July 2024

Person Specification

Candidate Profile

The ideal candidate will have the following experience, personal characteristics, and educational background:

Required Competencies

- People Management
- Analysis & Decision Making
- Delivery of Results
- Interpersonal & Communication Skills
- Specialist Knowledge, Expertise and Self Development
- Drive & Commitment to Public Service Values

See further information on these competencies at **Appendix 1**

Essential Skills and Experience

Educational Background

- A bachelor's degree in marketing, business, or a related field or similar industry experience of at least three years

Professional Experience

- Minimum of two years of proven experience in marketing and communications, preferably in a similar role
- Experience in social media management, stakeholder engagement, and or PR.
- Technical Proficiency
- Demonstrate strong written and verbal communication skills
- Demonstrate an analytical mindset with the ability to interpret data
- Demonstrate familiarity with SEO principles and tools
- Online and Community Management Skills
- Two years of experience in online and brand community management
- Project Management
- One year managing data projects with proven stakeholder management.

Desirable Skills and Experience

- Knowledge and experience using social listening and media automation tools
- Excellent organisational skills, including general administration and prioritising tasks when tight deadlines arise

- Financial Literacy, knowledge of budgeting techniques, and debt jargon, including RLEs, MARPs, and PIAs, is an advantage but not essential
- A record of accomplishment and commitment to teamwork
- Proficiency in the Irish language is desirable

Principal Terms of Service

Contract Arrangements

This position will be offered on a Fixed Term basis with the contract due to expire on the 31st of December 2027 and is subject to the satisfactory completion of a probation period.

Salary (Scales as per 01st June 2024)

The salary scale for this post is the standard Civil Service Equivalent: €36,044, €37,965, €39,050, €41,167, €43,064, €44,900, €46,729, €48,519, €50,328, €52,097, €53,974, €55,232, **€57,026, €58,834**

1. After 3 years' satisfactory service at the maximum
2. After 6 years' satisfactory service at the maximum

Starting Salary and Payment Agreements

Candidates should note that entry will be at the 1st point of the scale and will not be subject to negotiation and the rate of remuneration may be adjusted from time to time in line with Government pay policy. Increments may be awarded annually subject to satisfactory performance, except for long service increments, if applicable.

Different terms and conditions may apply if immediately before appointment you are a currently serving civil/public servant.

You will agree that any overpayment of salary, allowances, or expenses will be repaid by you in accordance with Circular 7/2018: Recovery of Salary, Allowances, and Expenses Overpayments made to Staff Members/Former Staff Members/Pensioners.

Outside Employment

The position will be full time and the appointees may not engage in private practice or relate to any outside business which conflicts in any way with his/her official duties, impairs performance or compromises his/her integrity.

Location

The Citizens Information Board, George's Quay House, 43 Townsend Street, Dublin 2. D02 VK65.

Citizens Information Board formally introduced a blended working policy in January 2023 which allows employees apply for a combination of working from their assigned office premises and working remotely.

Working Week

Subject to the exigencies of the post, the normal working week is not less than 35 hours exclusive of lunch breaks, with normal starting and finishing times at 9.00am and 5:00pm Monday to Friday. Employees may on occasion be expected to work outside normal office hours.

Annual Leave

The annual leave allowance for this post will be 23 working days per annum plus Public Holidays.

The Organisation of Working Time Act 1997

The terms of the Organisation of Working Time Act, 1997 will apply, where appropriate to this appointment.

Sick Leave

Pay during properly certified sick absence, provided there is no evidence of permanent disability for service, will apply on a pro-rata basis, in accordance with the provisions of S.I. 124 of 2014 and S.I. 384 of 2015 Public Service Management (Sick Leave) Regulations of relevant sick leave circulars.

Eligibility to compete and certain restrictions on eligibility.

European Economic Area Nationals

If you are an EU/EEA, U.K. or Swiss national, you may be asked to provide proof of nationality (e.g. passport) to confirm your right to work in Ireland. If you are a non-EU/EEA, non-U.K. or non-Swiss national, you will be required to provide documentation confirming you have current and valid permission to permanently work and reside in the Republic of Ireland.

Collective Agreement: Redundancy Payments to Public Servants

The Department of Public Expenditure and Reform letter dated 28 June 2012 to Personnel Officers introduced, with effect from 1 June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payments to Public Servants.

It is a condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the public service by any other public service body (as defined by the Financial Emergency Measures in the Public Interest Act 2009 – 2011) for a period of 2 years from termination of the employment. People who availed of this scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility)

Incentivised Scheme for Early Retirement (ISER)

It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in the Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the same employment of the same sector. Therefore, such retirees cannot apply while the above restrictions continue in force.

Department of Health and Children Circular (7/2010)

The Department of Health Circular 7/2010 dated 1 November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS). It is a condition of the VER

scheme that persons availing of the scheme will not be eligible for re-employment in the public health sector or in the wider public service or in a body wholly or mainly funded from public moneys. The same prohibition on re-employment applies under the VRS, except that the prohibition is for a period of 7 years. People who availed of the VER scheme are not eligible to compete in this competition. People who availed of the VRS scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility).

Department of Environment, Community & Local Government (Circular Letter LG(P) 06/2013)

The Department of Environment, Community & Local Government Circular Letter LG(P) 06/2013 introduced a Voluntary Redundancy Scheme for Local Authorities. In accordance with the terms of the *Collective Agreement: Redundancy Payments to Public Servants* dated 28 June 2012 as detailed above, it is a specific condition of that VER Scheme that persons will not be eligible for re-employment in any Public Service body [as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011 and the Public Service Pensions (Single Scheme and Other Provisions) Act 2012] for a period of 2 years from their date of departure under this Scheme. These conditions also apply in the case of engagement/employment on a contract for service basis (either as a contractor or as an employee of a contractor).

Declaration

Applicants will be required to declare whether they have previously availed of a public service scheme of incentivised early retirement and/or the collective agreement outlined above. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.

Superannuation and Retirement

The appointee will be offered the appropriate superannuation terms and conditions as prevailing in the Public Service at the time of being offered an appointment. In general, an appointee who has never worked in the Public Service will be offered appointment based on membership of the Single Public Service Pension Scheme ('Single Scheme'). Full details of the Scheme are at <http://www.per.gov.ie/pensions>.

Where the appointee has worked in a pensionable (non-Single Scheme terms) public service job in the 26 weeks prior to appointment or is currently on a career break or special leave with/without pay different terms may apply. The pension entitlement of such appointees will be established in the context of their public service employment history.

The key provisions attaching to membership of the Single Scheme are as follows:

- Career average earnings are used to calculate benefits (a pension and lump sum amount accrue each year and are up-rated annually by reference to CPI);
- Pensionable Age - The minimum age at which pension is payable is 66 (rising to 67 and 68 in line with State Pension age changes).
- Retirement Age - Scheme members must retire at the age of 70.
- Post retirement pension increases are linked to CPI.

Pension Abatement

This may have pension implications for any person appointed to this position who is currently in receipt of a Civil or Public Service Pension or has a Preserved Civil or Public Service Pension which will come into payment during his/her employment in this position. If the appointee was previously employed in the Civil Service or in the Public Service, please note that the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 includes a provision which extends abatement of pension for all Civil and Public Servants who are re-employed where a Public Service pension is in payment or comes into payment during this employment. This provision, to apply abatement across the wider public service, came into effect on 1 November 2012. Please note: In applying for this position, you are acknowledging that you understand that the abatement provisions, where relevant, will apply. It is not envisaged that the employing Department/Office will support an application for an abatement waiver in respect of appointments to this position.

If the appointee was previously employed in the Civil Service and awarded a pension under voluntary early retirement arrangements (other than the Incentivised Scheme of Early Retirement (ISER), Department of Health Circular 7/2010 VER/VRS of the Department of Environment, Community and Local Government Circular Letter LG (P) 06/2013 which, as indicated above, renders a person ineligible for the competition, the entitlement to that pension will cease with effect from the date of reappointment. Special arrangement will however be made for the reckoning of previous service given by the appointee for the purpose of any future superannuation aware for which the appointee may be eligible.

Department of Education and Skills Early Retirement Scheme for Teachers

Circular 102/2007

The Department of Education and Skills introduced an Early Retirement Scheme for Teachers. It is a condition of the Early Retirement Scheme that with the exception of the situations set out in paragraphs 10.2 and 10.3 of the relevant circular documentation, and with those exceptions only, if a teacher accepts early retirement under Strands 1, 2 or 3 of this scheme and is subsequently employed in any capacity in any area of the public sector, payment of pension to that person under the scheme will immediately cease. Pension payments will, however, be resumed on the ceasing of such employment or on the person's 60th birthday, whichever is the later, but on resumption, the pension will be based on the person's actual reckonable service as a teacher (i.e. the added years previously granted will not be taken into account in the calculation of the pension payment).

Ill-Health Retirement

For an individual who has retired from a Civil/Public Service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.

Pension Accrual

A 40-year limit on total service that can be counted towards pension where a person has been a member of more than one existing public service pension scheme would apply. This 40-year limit, which is provided for in the Public Service Pensions (Single Scheme and other Provisions) Act 2012 came into effect on 28 July 2012. *This may have implications for any appointee who has acquired pension rights in a previous public service employment.*

Additional Superannuation Contribution

The appointment is subject to the Additional Superannuation Contribution (ASC) in accordance with the Public Service pay and Pensions Act 2017.

For further information in relation to the Single Public Service Pension Scheme please see the following website: www.singlepensionscheme.gov.ie

Other Conditions of Employment

Further information on the conditions of employment will be outlined in the contract of employment for the successful candidate.

Data Protection

In line with the Data Protection Acts 1988 to 2018 and the General Data Protection Regulation (GDPR), all personal information provided on this application form will be stored securely by the HR and Governance Department at Citizens Information Board (CIB) and will be used only for the purposes of the recruitment process. Application forms will be retained for a period of one year from the scheduled interview date, and in the case of a successful candidate, for the duration of employment and a minimum of one year thereafter.

Applicants' information is processed under the legal basis of contractual necessity. The provision of personal data is necessary for the processing of your application or the conclusion of an employment contract with CIB. This information may be submitted to and processed by Osborne Recruitment for shortlisting. The information will also be made available to the interview panel.

Following completion of the recruitment selection process, all personal information will be retained only by CIB and this information will not be disclosed to any other external third party without your consent, except where necessary to comply with statutory requirements or seeking references.

You may, at any time, make a request for access to the information held about you as outlined. Should you wish to make any changes, to any of the information stored about you within the one-year retention period, please contact the HR Manager at Citizens Information Board, Georges Quay House, 43 Townsend Street, Dublin 2, DO2 VK65.

For information on how your personal data will be used as part of this process please refer to our Data Protection Notice for Job Applicants, available at the following link: https://www.citizensinformationboard.ie/en/data_protection/cib.html.

How to Apply

To apply for this role candidates **must**:

- Complete and sign the application form
- Provide a cover letter setting out their suitability for the position
- Provide a written response to below hypothetical scenario

Scenario:

“Public-facing organisations are facing a growing challenge: the spread of misinformation and disinformation. Imagine you are a member of our small marketing and communications team, responsible for online community management and content creation”.

Task:

In **one page**, outline your approach to online community management to monitor and combat misinformation and build trust.

Your response should address the following:

1. **Identifying Misinformation:** Describe your strategy for identifying and addressing misinformation circulating online.
2. **Building Trustworthy Sources:** Explain how you would establish the agency as a reliable source of information.
3. **Community Engagement & Transparency:** Outline your plan for fostering open communication and addressing public concerns within the online community.
4. **Metrics & Evaluation:** Detail how you would measure the effectiveness of your campaign in countering misinformation and increasing public trust.

Five tips to help your application stand out:

1. **Demonstrate Critical Thinking:** Showcase your ability to analyse information and identify misinformation tactics.
2. **Focus on Accessibility & Transparency:** Highlight your approach to creating clear, concise, and accessible content for various audiences.
3. **Multi-Platform Expertise:** Demonstrate your understanding of different online platforms and their strengths for reaching diverse demographics.
4. **Data-Driven Decision Making:** Emphasise your ability to use data to track misinformation trends and adapt your strategy accordingly.
5. **Empathy & Communication Skills:** Show your understanding of fostering trust by actively listening to and addressing public concerns.

The completed and signed application form with cover letter (maximum one page) should be sent to: HR@ciboard.ie

In the subject line, insert: **Marketing Communications Executive Officer**

All documents must be submitted in Word or PDF format. For security reasons, files sent by email as links to documents in shared cloud-based servers will not be accepted.

An acknowledgement email will be issued for all applications received. If you do not receive acknowledgement of your application when submitted, please contact the HR Team by email (hr@ciboard.ie) to ensure your application has been received.

Closing date

Please note latest receipt for applications is **July 29th 2024 at 5PM.**

Incomplete applications, postal applications, or C.V.s will not be accepted. Any applications received after the closing date and time will not be considered.

Selection Process

Candidates will be shortlisted based on information contained within her/his application. Shortlisted candidates will be contacted in relation to attending an interview. During any short-listing exercise that may be employed, a board will examine the applications and assess them against pre-determined criteria based on the requirements of the position. It is therefore in your own interest to provide a detailed and accurate account of your qualifications and experience within the application.

All interviews are competency based and will take place either on-site in Dublin or, if required by public health guidance, virtually through the Zoom conference platform. The onus is on all applicants to make themselves available on the date(s) specified by CIB and make whatever arrangements are necessary to ensure they receive communications sent to them at the contact details specified. CIB will not be responsible for any expenses incurred by candidates. The Citizens Information Board wishes to recruit a suitably experienced and qualified individual to the role of Communications Executive Officer. Qualifying candidates may be placed on a panel from which future vacancies may be filled.

Important Notice

The above represents the principal conditions of service and is not intended to be a comprehensive list of all terms and conditions of employment which will be set out in the employment contract to be agreed with the successful candidate(s). The Citizens Information Board is committed to providing equal opportunities for employment to all. Applications will be reviewed and shortlisted for interview on the merit, skills and experience detailed in the documentation supplied, regardless of gender, age, sexual orientation, civil status, family status, religion, disability, race or membership of the Traveller community.

Executive Officer Level Competencies

People Management

- Consults and encourages the full engagement of the team, encouraging open and constructive discussions around work issues
- Gets the best out of individuals and the team, encouraging good performance and addressing any performance issues that may arise
- Values and supports the development of others and the team
- Encourages and supports new and more effective ways of working
- Deals with tensions within the team in a constructive fashion
- Encourages, listens to and acts on feedback from the team to make improvements
- Actively shares information, knowledge and expertise to help the team to meet its objectives

Analysis & Decision Making

- Effectively deals with a wide range of information sources, investigating all relevant issues
- Understands the practical implication of information in relation to the broader context in which s/he works – procedures, divisional objectives etc.
- Identifies and understands key issues and trends
- Correctly extracts & interprets numerical information, conducting accurate numerical calculations
- Draws accurate conclusions & makes balanced and fair recommendations backed up with evidence

Delivery of Results

- Takes ownership of tasks and is determined to see them through to a satisfactory conclusion
- Is logical and pragmatic in approach, setting objectives and delivering the best possible results with the resources available
- Constructively challenges existing approaches to improve efficient customer service delivery
- Accurately estimates time parameters for project, making contingencies to overcome obstacles
- Minimises errors, reviewing learning and ensuring remedies are in place
- Maximizes the input of own team in ensuring effective delivery of results
- Ensures proper service delivery procedures/protocols are in place and implemented

Interpersonal & Communication Skills

- Modifies communication approach to suit the needs of a situation/ audience
- Actively listens to the views of others
- Liaises with other groups to gain co-operation
- Negotiates, where necessary, in order to reach a satisfactory outcome
- Maintains a focus on dealing with customers in an effective, efficient and respectful manner
- Is assertive and professional when dealing with challenging issues
- Expresses self in a clear and articulate manner when speaking and in writing

Specialist Knowledge, Expertise and Self-Development

- Displays high levels of skills/ expertise in own area and provides guidance to colleagues
- Has a clear understanding of the role, objectives and targets and how they support the service delivered by the Team and the organisation and can communicate this to the team
- Leads by example, demonstrating the importance of development by setting time aside for development initiatives for self and the team.

Drive and Commitment to Public Service Values

- Is committed to the role, consistently striving to perform at a high level
- Demonstrates flexibility and openness to change
- Is resilient and perseveres to achieve objectives despite obstacles or setbacks
- Ensures that customer service is at the heart of own/teamwork
- Is personally honest and trustworthy
- Acts with integrity and encourages this in others